

U.S. Patent Application No. 10/039,566

Attorney Docket No. 9777000.0022

AMENDMENTS TO THE SPECIFICATION:**Page 7, the second full paragraph, continuing to page 8, was amended as follows:**

In one approach, the shape may be solely pre-configured to facilitate formation. Referring to Figure 3, the front side of an advertising device is shown having a synthetic panel (201), having a cutout (207) with a frangible edge delineated by a score or a cut; an edge (205); delivery information (203) printed on one of the front surface (~~207, 206~~) or the back surface (hidden from view in Fig. 3) of the synthetic panel (201); postage (202) for direct mail delivery; and a cutout (207) having a theme related to Acme delivery service, and contact information (204) for Acme Delivery printed on the surface of the cutout (207). Referring to Figure 4a, the advertising device of Figure 3 is shown in cross section, having a back surface (212); a thickness (209) sufficient to maintain integrity of the synthetic panel during direct mail delivery to the recipient; and a cutout (207) having an area on the front surface (206) of the cutout (207) adapted to receive contact information for Acme Delivery, and a back surface (212). Figure 4b shows the types of the advertising device with means for detachably fastening (208) the advertising device to a display surface applied on the back surface of the frangible edge and the cutout (207).

Page 11, the third paragraph, continuing to page 12, was amended as follows:

Referring to Fig. 7, a front view of an alternate embodiment of the advertisement device with a mechanism to hold the advertisement device with respect to a surface is shown. The advertisement device (700) essentially includes a mechanism, or means, for holding the device (700) with respect to a surface, such as a substantially vertical surface like a wall, to display the advertisement device (700). This feature adds to the permanence effect of the advertisement device (700) for the recipient. The mechanism for holding the device (700) with respect to a surface may be one of any number of types, such as a hole (720) in the device (700). It will be appreciated that the device (700) can be held with respect to a surface, such as a vertical surface like a wall, by inserting a nail or a hook through the hole (720). Further in this embodiment, the hole (720) may include a grommet (~~not shown~~) 730, such as a metal or rubber grommet, lining the periphery of the hole (720) to protect the edges of the hole (720) from

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getting damaged during use. In another embodiment, device (700) includes a hanging extension (722) for holding the device (700) with respect to a surface. The hanging extension (722) is shown in phantom in Fig. 7, and includes an opening that may be cooperatively engaged with a nail, a hook, or the like. The hanging extension (722) may be a part of the device (700) formed along with the device (700) when it is manufactured, thereby being integral with the device (700). In another embodiment, the hanging extension (722) may be an additional component substantially rigidly attached to the device (700), such as a string, a relatively thick thread-like material, or the like. Accordingly, those skilled in the art will appreciate that a number of different means may be implemented in the device (700) to serve the purpose of holding it with respect to a surface, such as displaying the device from a vertical surface, without departing from the spirit and scope of the present invention, and therefore all such embodiments are recognized and anticipated and it is intended that the claims hereof will cover all such embodiments.